

SUBTITLING STRATEGIES USE IN AMERICAN ULTRA (2015)
MOVIE BY WIJI JOKO



Submitted as a Partial Fulfillment of the Requirements
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By:

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APPROVAL

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(2015) MOVIE BY WIJI JOKO**

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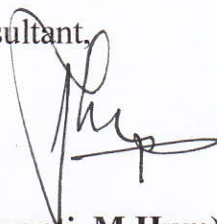
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(Dr. Dwi Haryanti, M.Hum)

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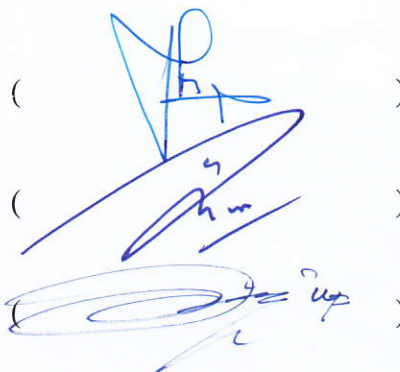
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The writer



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SUBTITLING STRATEGIES USE IN AMERICAN ULTRA (2015) MOVIE BY WIJI JOKO

ABSTRAK

Penelitian ini fokus pada strategi subtitle yang digunakan pada subtitle film American Ultra yang diterjemahkan oleh Wiji Joko. Penelitian ini adalah deskriptif kualitatif. Tujuan penelitian ini ialah untuk mengidentifikasi strategi subtitle dan untuk mendeskripsikan kualitas terjemahan yang ada di film tersebut. Sumber data dalam penelitian ini adalah dokumentasi subtitle film American Ultra dalam bahasa Inggris dan bahasa Indonesia. Data dari penelitian ini berupa ungkapan atau kalimat yang mengandung strategi subtitle di film American Ultra. Metode pengumpulan data untuk penelitian ini, penulis menggunakan dokumentasi dan wawancara. Hasil penelitian ini terdapat 8 strategi subtitle. Diantaranya strategi expansion 1,04%, strategi paraphrase 25,21%, strategi transfer 64,06%, strategi imitation 2,29%, strategi transcription 0,10%, strategi condensation 0,94%, strategi decimation 0,10%, dan strategi deletion 6,26%. Dalam penilaian kualitas terjemahan, ada 960 ungkapan atau 100% yang termasuk akurat dan penulis tidak menemukan ungkapan yang termasuk kurang akurat dan tidak akurat. Kemudian dalam keberterimaan terjemahan, ada 872 ungkapan atau 90,84% yang termasuk data yang diterima, 86 ungkapan atau 8,96% termasuk data yang kurang berterima, dan 2 ungkapan atau 0,20% yang termasuk tidak berterima. Dan yang terakhir dari level keterbacaannya, ada 951 ungkapan atau 99,06% termasuk level keterbacaan paling tinggi, 9 ungkapan atau 9,09% termasuk level keterbacaan sedang, dan tidak ada data yang termasuk level tidak terbaca.

Kata Kunci: film American ultra, strategi terjemahan, kualitas terjemahan.

ABSTRACT

This research focuses on subtitling strategies used in *American Ultra (2015)* movie by Wiji Joko. This research is descriptive qualitative research. The objectives of the study are to identify the subtitling strategies and to describe the quality of subtitling strategies of the movie. The data source is the document of the *American Ultra* movie's English and Indonesian subtitle. The data are utterances or sentences contains of subtitling strategies in *American Ultra* movie. The method of collecting data, the writer uses documentation and interviewing study. The result of this research shows that there are eight of subtitling strategies. There are 1,04% utterances of expansion strategy, 25,21% of paraphrase strategy, 64,06% utterances of transfer strategy, 2,29% of imitation strategy, 0,10% utterance of transcription strategy, 0,94% utterances of condensation strategy, 0,10% utterance of decimation strategy, and 6,26% utterances of deletion strategy. In translation quality assessment, there are 960 utterances or 100% belongs to accurate translation and there is no data for less accurate and inaccurate translation level. While in acceptability level there are 872 utterances or 90,84% belongs to acceptable, 86 utterances or 8,96% belongs to less acceptable and 2

utterances or 0,20% belongs to unacceptable level in this data. And the last data from readability level there are 951 utterances or 99,06% belongs to high readability, 9 utterances or 9,09% belongs to medium readability, and there is no data for low readability in this data.

Keywords: american ultra movie, subtitling strategies, subtitling quality.

1. INTRODUCTION

Subtitling is to translate a dialogue or a conversation from the movie of the source language to the target language with the condition that the message is in that dialogue still delivered despite using a different language. Film is one of medium to communication that is very easy to learn foreign languages and to improve one's communication with others. By watching the English language film, someone can understand the interaction between the actors and actors in the film. Translation and interpreting is very important in terms of communication, translation is used in translating the writing skills, while interpreting is used in speaking skills.

According to Catford in 1965, that translation is the replacement of textual material in one language (SL) by equivalent textual material in another language (TL). From this movie, the researcher finds the interesting case from subtitling strategies especially for paraphrase strategy. The example:

SL: Now **boarding all rows and all zones**

TL: *Sekarang bersiap untuk berangkat.*

The data above is used paraphrase strategy; it can be seen on *boarding all rows and all zones* is translated into *bersiap untuk berangkat*. The source language *boarding all rows and all zones* is translated into *naik semua baris dan semua zona* in target language. The subtitler here changes the structure without changes the meaning of source language because this dialogue used on the airport. Then by using paraphrase strategy, the real meaning of the source language here delivered well to the audiences.

The aims of this study are to identify the subtitling strategies and to describe the subtitling quality found in *American Ultra (2015)* movie. In this research, the researcher finds the previous study which have some similar to this research. The first research on Erna thesis (UMS, 2016) entitled *Subtitling Strategy of Interrogative*

Sentence in In Time Movie By Geneoveva. The focuses here to identify the subtitling strategies of interrogative sentence and to describe the subtitling quality found in *In Time* movie. Her research type is descriptive qualitative. The writer found 1146 data, 262 data divided into seven strategies of subtitling and three categories to analysis subtitling strategy there are accuracy, acceptability, and readability. This research just analyze the interrogative sentence of the movie, the result of this previous study is different with this study on the data and movie.

The second research was studied by Ventria (UDINUS, 2013) entitled *Subtitling Strategies in "Real Steel" movie*. The objective of the study in her research is to classify the subtitling strategies found in Reel Steel movie. The data of this research is Reel Steel movie. The researcher used type descriptive qualitative. There are only six of ten strategies applied in Reel Steel movie subtitle such as expansion was 12 utterances or 19,35%, 11 utterances or 17,74% of paraphrase, 10 utterances or 16,12% of transfer, 10 utterances or 16,12% of imitation, 1 utterance of transcription, and 18 utterances or 29,03% of deletion strategy. The strategy more frequently used in her research is deletion strategy.

The third previous study by Darma (UNUD, 2014) attempted the research entitled *An Analysis of Subtitling Strategies in The Magic of Belle Isle movie*. The type of this research is descriptive qualitative. The object of his study is the subtitling of the movie. In his study, the subtitler in Magic Belle Isle movie mostly uses transfer strategy to analyze the subtitling because the subtitler translated the dialogues completely and accurately to the audiences. The difference between previous studies with this research is located on the data and object of analyzing.

There are similarities and differences research of the previous studies above with this research. The differences are located on the object of analyzing. The object of analyzing is used by Erna is type the subtitling strategies of interrogative sentence and found 1146 data. The differences are this research analyzed the eight of ten subtitling strategies, and the writer finds 960 data and there are three categories of quality translation level.

There are several of translations also presented in order to give more understanding about the research. According to Newmark (1988:5) the meaning of translation “is rendering the meaning of a text into another language in the way that the author intended the text. In other hand based on Catford (1965:20), translation is “the replacement of textual material in one language (SL) by equivalent textual material in another language (TL)”. The researcher concluded that translation is process of translate the source language utterance into target language.

Subtitling strategies as the limitation of the study just focuses on Henrik Gottlieb (in Ghaemi and Benyamin 2010:42) and Sugeng Haryanto (2005) in (Hastuti 2015:64) translation strategies for subtitling films there are ten strategies, such as: (1) Expansion, used when the original text requires a description because of some cultural nuance not retrievable in the target language. (2) Paraphrase, is resorted to in cases where the phraseology of the original language cannot be reconstructed in the same syntactic way in the target language. (3) Transfer, refers to the strategy of translating the source language completely and accurately into target language. (4) Imitation is typically with the names of people or place. (5) Transcription, is used in the cases where a term is unusual even in the source language. (6) Dislocation, is used when the original employs some sort of special effect. (7) Condensation is to shortening of the text in the least obtrusive way possible. (8) Decimation is an extreme form of condensation where perhaps for reasons of discourse speed. (9) Deletion, it refers to the total elimination of parts of a text. (10) Resignation, describes the strategy adopted when no translation solution can be found.

To make good the translation, the translator should know about the quality of translation. According to Nababan et.al (2012:44-45) said that translation quality must filled three aspects, namely accuracy, acceptability, and readability. Accuracy means that the meaning and message of the source language transferred correctly into target language, there are three level: accurate, less accurate, and inaccurate. Acceptability means that the translation has been related in accordance with the rules, norms and the usual culture in the target language or not. To assess the acceptability of subtitle uses

the number of score with the scale of 1 to 3 and divided into acceptable, less acceptable, and unacceptable. Readability is about how easily the reader understood the subtitle of the movie. The high readability has score 3, while medium readability has 2 point, and low readability has 1 score.

Based on explanation above, the researcher is interested in analyzing the subtitling strategies and subtitling quality and writes it as a study entitled *Subtitling Strategies Use in American Ultra (2015) Movie by Wiji Joko*.

2. RESEARCH METHOD

The researcher uses qualitative research to investigate the problem. The purpose in this study to identify the subtitling strategies found in *American Ultra* movie and to describe the quality of subtitling strategies found in *American Ultra* movie. The object of this research is the *American Ultra (2015)* movie script. The researcher uses observation and documentation method as the processing of technique of collecting data. The researcher identifies the subtitling strategies by Gottlieb's theory. Moreover, the writer uses Nababan's theory to describe the subtitling quality. The method of analyzing data, the writer takes some steps are: comparing the data, classifying the subtitling strategies, analyzing the quality of subtitling strategies, and the last drawing conclusion and suggestion based on the data analysis of the subtitling strategies.

3. FINDINGS AND DISCUSSION

In this part, the writer describe of research findings and discussion of subtitling strategies and subtitling quality of *American Ultra (2015)* movie by Wiji Joko.

3.1 Research Finding

After analyzing data by using Gottlieb's classification of subtitling strategies, the researcher finds 960 data which used in *American Ultra (2015)* movie.

3.1.1 Subtitling Strategies

There are 960 data of subtitling strategies, the researcher uses Gottlieb's theory to analysis the subtitling strategies. According to this study, there are eight of ten subtitling strategies found in the movie, those are: Expansion, Paraphrase, Transfer, Imitation, Transcription, Condensation, Decimation, and Deletion.

In this case, the researcher finds 10 data or 1,04% of expansion strategy.

SL: **Are you holding?**

TL: *Kau membawa ganja?*

The source language *are you holding* is translated into *kau membawa ganja*. The translator added the word *ganja* into target language as the meaning from expansion strategy. The word *ganja* is used to explain the meaning of *holding* in the source language because the speaker talks about drug when she asks to her boyfriend. The utterance above used expansion strategy and the meaning of target language is same with the source language.

There are 242 data or 25,21% of paraphrase strategy was found in this research.

SL: ***Fuck me! Yup.***

TL: Astaga! Oke.

The paraphrase strategies appear in the sentence above is in the phrase *Fuck me* that translated into *Astaga*. Literally the word *Fuck* is translated into *Sialan*, but the subtitler translates the phrase by different way because the situation of this dialogue is that the speaker in a state of shocked by the arrival by the police. The structure of the target language may changes, but by watching the movie, the target language has the same meaning with source language.

The writer finds 615 data or 64,06% of transfer strategy in this research.

SL: *I know that, Phoebe.*

TL: Aku tahu itu, Phoebe.

The source language *I know that, Phoebe* is translated into *Aku tahu itu, Phoebe*. The subtitler used transfer strategy to translate it because in data above there is no deletion or addition some word from source language into target language. The audiences can accept the utterance completely and accurately because the meaning is delivered well.

There are 22 data or 2,29% data of imitation strategy was found in this research.

SL: Level six quarantine around the town of **Liman**, West Virginia.

TL: Karantina tingkat 6 sedang terjadi dikota **Liman**, Virginia Barat.

The subtitler rewrites the name of people or place in imitation strategies. *Liman* is the name of town in West Virginia; the translator rewrites the source language *Liman* into target language. The function *Liman* as the name of town it never changes in target language.

In transcription strategy, the researcher just finds 1 or 0,10% data in this research.

SL: *You are my nigga-nigga noga.*

TL: Kau adalah **nigga-nigga noga** ku.

From the utterance in this scene, it can be seen that the translator used transcription strategy because the translator is translated the phrase *nigga-nigga noga* from source language into target language without changing the meaning and the message of source language still delivered in target language. The phrase *nigga-nigga noga* was a third language and that word often used as a sign of friendship in daily life by the African-American people.

There are 9 or 0,94% data of condensation strategy was found in this study.

SL: *You're being informed as a courtesy.*

TL: Kau ditunjuk langsung.

All over of source language just translated into *Kau ditunjuk langsung*, but this does not change the message of source language into target language when the audiences seeing this movie. It can be seen that the subtitler used condensation strategy to translate this data. The subtitler uses condensation strategy just only shortening the text to the least obtrusive way possible and increase the reason for the audiences.

The writer just finds 1 or 0,10% of decimation strategy in this research.

SL: *You fuck monkeys!*

TL: Keparat!

In this case, there is an extreme form of condensation, which is called decimation. The source language *Your fuck monkeys!* is translated into *Keparat* by using condensation strategy. It is not translated word by word, but the meaning of the message in the dialogue is still delivered to the spectators.

In deletion strategy, there are 60 or 6,26% data was found in this research.

SL: **I really I am** sorry, Phoebe.

TL: Maaf Phoebe.

The utterances *I really I am sorry, Phoebe* in source language is translated into *Maaf, Phoebe* in target language. The translator deletes the clause *I really I am sorry* without reducing the exiting meaning of the dialogue. The clause *I really I am sorry* is removed by translator because that clause just repetition to express apology. However, the purpose of the dialogue here can still be completely delivered.

3.1.2 Subtitling Quality of Translation

According to Nababan et.al (2012) there are three categories of the translation quality, there are accuracy, acceptability, and readability.

Accuracy level is divided into 3 levels, there are:

The translation belongs to accurate if there is no deletion or addition from source language into target language. This level has scored 3 point and there are 960 data or 100% of accurate level.

SL: It's where I lived with my girlfriend, Phoebe.

TL: Disitulah aku tinggal bersama pacarku, Phoebe.

The example above belongs to accurate. There is no deletion or addition from source language into target language. The source language *It's where I lived with my girlfriend, Phoebe* is translated into target language *Disitulah aku tinggal bersama pacarku, Phoebe* without changing the meaning of the sentence. Therefore, this sentence is accurate. This level has scored 3 point.

Acceptability is divided into three levels, there are:

In acceptable level, the translation feels natural and the technical terms used are delivered to the readers. The researcher finds 86 or 8,96% belongs to acceptable and the researcher gives 3 point for this level.

SL: Why? Why are you crying?

TL: Kenapa? Kenapa kau menangis?

The writer gives 3 point for this translation. The translator delivered the message from source language into target language. The structure in it usually and familiar with the readers, then the translation above belongs to acceptable level.

In less acceptable, the translation feels natural, but there is little problem in grammatical errors. There are 86 or 8,96% data belongs to less acceptable. Moreover, the researcher gives 3 point for this level.

SL: Hey, babes, what's up?

TL: Hai, **say**, ada apa?

In translation, the data above includes less acceptable level. The score for this level is 2 point. There is a little problem uses of technical term in this sentence. The word *babes* is translated into *say* in target language, but the writer recommended for the right translation was the word *babes* here is translated into *sayang* in target language. The word *say* is not appropriate with the norm in target language.

In unacceptable level, the translation unnatural and the technical terms used are not delivered to the readers. There are 2 data and has scores 1 point in this level.

SL: Nothing. Just something.

TL: **Tidak ada. Hanya sesuatu**

The writer gives 2 score for this translation. Due to the source language *Nothing. Just something* is translated into *Tidak ada. Hanya sesuatu*. The translation likes artistic or literal translation, so the translation belongs to unacceptable level.

There are three levels in readability, there are:

The translation belongs to high readability if the readers can easily understand the technical terms. The score for this level is 3 point.

SL: Mike, you're not a robot.

TL: Mike, kau bukan robot.

The real meaning does not change in data above because the source language *Mike, you're not robot* is translated into *Mike, kau bukan robot* in target language. The readers are easy to read and understand the subtitle and this translation belongs to high

readability level. The reader gives score 3 in this translation because the sentence is easy to understand.

In medium readability, the readers can realize the translation, but there are parts that the readers should be read more than once. The researcher finds 9 data or 0,94% in this level and the score for medium readability level is 2 point.

SL: Crazy is as crazy does and dragged crazy here.

TL: Gila sebagai kegilaan dan kau membawa kegilaan kesini.

The source language *crazy is crazy does and dragged crazy here* is translated as *gila sebagai kegilaan dan kau membawa kegilaan kesini*. It is not clearly enough to understand the target language, because the real meaning is not clearly delivered. The readers should be read more than once to understand the real meaning of that sentence. It is belong to medium readability level in translation and the score for this level is 2 point.

3.2 Discussion

In this part, the researcher discusses with finding acquired from data analysis. The finding derived from the objective of the study in this research. The objectives of the research are subtitling strategy and the quality of subtitling of *American Ultra* (2015) movie.

According to Gottlieb's theory, the researcher found eight strategies out of ten strategies in this research. The results shows that there are 10 (1,04%) data of expansion, 242 (25,21%) of paraphrase 615 (64,06%) data of transfer, 22 (2,29%) of imitation, 1 (0,10%) utterance of transcription strategy, 9 (0,94%) utterances of condensation, 1 (0,10%) utterance of decimation, and 60 (6,26%) utterances of deletion. Therefore, transfer is the strategy more frequently used by the translator in the *American Ultra* movie. Based on research findings, from 960 data there are 960 data or 100% as accurate translation. There are not less accurate and inaccurate data which is found in this research. The acceptable data consist to 872 or 90,84% data, then in less acceptable level there are 86 or 8,96% data. The researcher just finds 2 or 0,20% data of unacceptable level. The last subtitling quality is readability, there are 951 or 99,06%

data belongs to high readability level. Medium readability consist to 9 or 0,94% data which is found in this research.

4. CONCLUSION

Based on the result, there are eight subtitling strategies which is used to analysis; such as expansion strategy 1,04%, paraphrase strategy 25,21%, transfer strategy 64,06%, imitation strategy 2,29, transcription strategy 0,10%, condensation strategy 0,94%, decimation strategy 0,10%, and deletion strategy 6,26%. Transfer is the strategy more frequently used by the subtitler. Using Nababan (2012) theory in subtitling quality assessment, in accuracy level, the data which taken from American Ultra movie has 100% belongs to accurate translation and there is no data for less accurate and inaccurate translation level. While in acceptability level there are 90,84% belongs to acceptable, 8,96% belongs to less acceptable and 0,20% belongs to unacceptable level in this data. And the last data from readability level there are 99,06% belongs to high readability, 9,09% belongs to medium readability, and there is no data for low readability in this data. It can be conclude that English-Indonesia subtitle of *American Ultra* (2015) movie belongs to good translation because this film dominated by accurate, acceptable and readable translation.

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